



Date: July 1, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending July 1, 2005

This *City Report* highlights various activities for the week ending July 1, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Police, Fire

Have a safe and wonderful Fourth of July holiday!

Please enjoy a professional fireworks display created by certified pyrotechnics held throughout Los Angeles and Orange Counties. In Long Beach, a professional fireworks show will be held on July 3 at the Armada Baseball Game, Blair Field, and on July 4 at Veterans Stadium. Harbor Breeze Cruises, Rainbow Harbor, is offering a Fourth of July cruise to view a fireworks show off of San Pedro's Cabrillo Beach. There are a variety of other holiday weekend events: the Long Beach Sea Festival's Belmont Pier Day and Roller Hockey & Skating Sports Expo; the Great American Fourth of July Bike Parade; and the Sand Challenge 5K Beach Obstacle Course. Visit www.longbeach.gov for details or check local newspapers for other locations and times.

Please remember that ALL fireworks, even those safe and sane, are illegal in Long Beach. Public Safety officials would like to remind residents and visitors that possession of all fireworks is against the law, which could result in six months in jail, a \$1,000 fine or both.

Health and Human Services, Vector Control Program

West Nile Virus Update

As of June 20, six dead birds tested positive for West Nile Virus in four Long Beach zip codes: 90803, 90808, 90814 and 90815. Six positive mosquito traps have been identified in 90803 and 90806. No chickens at testing sites have been infected with the virus. Staff will continue to monitor, test and control mosquito breeding sites in Long Beach. No human cases of WNV that have been identified to date in the city. There are three cases of WNV in the United States, one in Kansas and two in California.

Parks, Recreation and Marine, Community Recreation Programs Bureau

The *Good Sports - Youth Sports Festival and Summit* was held at Blair Field on June 25, co-sponsored by Sports Illustrated, Dodge, and Parks, Recreation and Marine. Youth, their families and coaches heard Tommy Lasorda, Lisa Fernandez, Ron Allice, Chris Albright, and other important sports figures speak on the importance of putting youth back into youth sports.

Police

The Department was awarded a two-year \$274,000 grant to reduce impaired driving by the California Office of Traffic Safety. It will be used to provide proactive approaches and activities aimed at preventing injuries, saving lives and reducing property damage caused by drivers who are under the influence of alcohol or drugs.

UPCOMING EVENTS AND PROJECTS

Financial Management

The third annual Budget Summit will be held on **Saturday, July 9**, 9:00 a.m. at the Grand, 4101 E. Willow. Next year there will be difficult choices to make as the City balances its 2006 Budget, and the City of Long Beach would like to invite the Long Beach community to help make those decisions by participating in the third annual Budget Summit. An update on the City's current financial situation will be presented, and information about the proposed budget for Fiscal Year 2006 will be previewed. The community will have an opportunity to ask questions of the City's top leaders. For more information, call 570.6425.

Library Services, Main Library

New Exhibits July 1 - August 31

The Allure of the Face; Portraits From My Travels in Asia

Photography by John Shaak

Lobby Gallery: Mr. Shaak uses his travel portraits to move and stimulate the observer and to enlarge the observer's world.

Beyond the Book; Library Staff Creativity in Arts and Crafts

Display Cases, Main Level and Lower Level: Nineteen library staff members demonstrate their creativity in a variety of artistic and craft media.

Parks, Recreation and Marine

From **July** through **August**, a series of events has been planned for the 74th Annual Long Beach Sea Festival. This year more than 30 different activities (many of them free) will take place at beach areas throughout Long Beach. Sailing excitement includes the Transpacific Yacht Race from Long Beach to Honolulu; the Mayor's Cup Race with all women crews; and the dramatic Chinese Dragon Boat Race. Other events include the Long Beach Municipal Band Concerts, the Great Sand Sculpture Contest, the X Games Extreme Wakeboarding and Catalina Island Water Skiing Race. For more information, visit www.longbeach.gov.

AWARDS

Fire

Police

The National Emergency Number Association (NENA), 9-1-1 For Kids held a special awards ceremony on June 27 to recognize several area children who have used 9-1-1 in emergency situations. Long Beach resident Jeanine Brown, 11, called 9-1-1 when her father suffered a heart attack earlier this year. The Long Beach 9-1-1 Center Dispatchers were also recognized, as were the first responders that came to the aid of Jeanine's father. Members of both Police and Fire Command staff were also recognized.

PUBLIC SAFETY

Fire, Disaster Management Bureau

On June 25-27, individuals who would support emergency communications during a disaster impacting Long Beach participated in Field Day, the Amateur Radio Association of Long Beach and Long Beach RACES annual international competition of Amateur Radio Clubs simulating emergency conditions. The goal of *Field Day* is to establish a communications base utilizing field equipment and as many frequency bands as possible and to make contact with other participants from around the world. During the competition eight bandwidths were utilized to make over 830 contacts, including all but four states and 19 countries.

Fire

The Fire Department responded to a total of 1,560 emergency calls for service: 118 calls for fires, of which 18 involved structures; and 711 emergency medical calls, of which 465 required paramedics.

Police

On June 25, from 4:00 p.m. to 11:00 p.m., the Long Beach Police Department conducted a Traffic Safety Checkpoint, located at Anaheim Street and Daisy Avenue. Officers focused on various traffic violations such as signs of impairment, moving violations and unlicensed drivers, impounding forty-five cars and issuing fifty-two citations. The checkpoint was funded by a grant from the California Office of Traffic Safety.

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

On June 22, the Neighborhood Resource Center hosted a Code Enforcement workshop. More than 35 residents and neighborhood leaders heard Neighborhood Services Bureau Manager Dennis Thys and Code Enforcement Officer Tom Slater present an overview of the City's code enforcement programs, and provide information about the implementation of the City's new administrative citation process. They also explained how the City's improved communication system uses a single point of contact for residents to report all health and code violations by calling 570-CODE. For more information about the City's Code Enforcement programs, call 570-CODE.

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

More than 45 homeowners in the North Long Beach Redevelopment's Grant School Neighborhood Enhancement Area attended informational workshops about Community Development Home Improvement Rebate Programs and Residential Rehabilitation Loans on June 25 and June 28 at Houghton Park. A total of six applications were collected at these events. Until December 1, Grant School area property owners are eligible to apply for the Home Improvement Rebate Program and the Security Lock and Security Lighting Programs. In coordination with the Neighborhood Services Bureau, the Redevelopment Agency has reimbursed more than \$2 million dollars to 980 North Long Beach residential property owners for home improvements since March 2000. For more information, call Kathleen McCleary at 570-6065 or via e-mail to Kathleen_McCleary@longbeach.gov.

Parks, Recreation and Marine, Maintenance Operations Bureau

Staff is preparing for the anticipated crowds for the 4th of July weekend. Extra equipment, trash receptacles, and staff are being acquired to make the clean up process easier.

Parks, Recreation and Marine, Planning and Development Bureau

The new ADA accessible entryway ramps at the Parks, Recreation and Marine administration building and the teen center in El Dorado Park West are complete. ADA improvements continue at Bixby Knolls Park and Pan American Park. ADA improvements are now complete at Pan American Park, Coolidge Park, and Los Cerritos Park.

ECONOMIC DEVELOPMENT

Community Development, Economic Development Bureau

During the month of June, 88 Enterprise Zone (EZ) Hiring Credit Vouchers were issued. From January 1 through June 28, more than 2,706 EZ Vouchers have been issued. Each voucher represents a job for an economically disadvantaged individual. Staff will continue its marketing efforts to promote this beneficial program to Long Beach businesses.

Community Development, Economic Development Bureau

On June 22 and 23, the second round of focus groups was held to develop the Jobs and Business Strategy. Focus groups ranging from Tourism and Arts Sector to an African American Focus Group discussed and reviewed draft economic development strategies to include in the final Jobs and Business Strategy. More than 50 people attended these focus groups. On August 2, the City Council will hold a study session to review the draft Jobs and Business Strategy.

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SPECIAL EVENTS

Police

On June 25, the Long Beach Police Department hosted a Grand Opening at the North Police Sub-Station. The Police Department's Blue Steel Band provided entertainment.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On June 25, more than 75 patrons attended the Grand Opening of Rotary Centennial Park.

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On June 26, Rancho Los Cerritos volunteers hosted an information booth at the Bixby Knolls Street Fair on Atlantic Avenue. Approximately 1,110 people stopped by to visit throughout the day, and children had an opportunity to wash clothes *the old fashioned way*, with a wringer and tub. An estimated attendance of 10,000 attended the event on Atlantic Ave. between Bixby Road and Carson Street.

Parks, Recreation and Marine, Special Events and Filming Bureau

The Long Beach Ink 'n' Iron Car show was held in the Queen Mary's Valet Parking Lot area on June 25 and 26. The Queen Mary estimated an attendance figure of 10,000.

The Long Beach Japanese Culture Center Festival, with an estimated attendance of 500, was held on June 25 and 26, at 1766 Seabright Ave.

Original Productions, with a cast and a crew of 31, is filming a TV production, *Monster Garage*, from July 1 to July 31, at 205 E. Anaheim.

OTHER ITEMS OF NOTE

Long Beach Energy, Gas Services Bureau

Staff completed a total of 3,051 service calls. This total included 890 Gas and Water Utility Turn Ons, and 778 Turn Offs. During this period, 1,105 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 278 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 323 emergency phone calls that resulted in 98 emergency orders being sent out.

The installation of gas lines at Wardlow Road between Maine and Magnolia Avenue began this week.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, City Council Liaison